

User Experience (UX) for Business: Rethinking your UX for 2017

*A **Tailor-made** Workshop with Industry Thought Leaders -
Customised to Suit **Your** Business and **Your** Objectives*

In the 'age of the customer', more and more organisations are realising the value that UX can bring to their business.

Whether business-to-consumer (B2C), business-to-employee (B2E) or business-to-business (B2B), every company, in every industry, can leverage great customer experiences for business gain.

CIC'S UX WORKSHOP

'User Experience for Business' is a cross-disciplinary workshop run by CIC, aimed at helping you get the most out of UX in your organisation for 2017.

With CIC's tailor-made workshop, in a matter of hours, your group of business leaders will learn how to rethink UX, identify your organisation's specific problems, brainstorm solutions and then prioritise those solutions into an actionable plan.



UX TRUTHS

- UX, when done correctly, delivers excellent ROI.
- UX is mission-critical, but are you doing it correctly?
- It is not only about looking good, but about working well. And building these experiences is hard.

Create momentum and a sense of shared purpose with CIC's UX Workshop.

HOW WILL THIS WORKSHOP HELP YOU?

1 IT WILL: Expose the key stakeholders in your company to key UX principles, methods, and practices.

- Your business managers will learn that UX is more than just the user interface (UI) and what is required to deliver great customer experiences.
- The educational journey will outline the complex, multifunctional approach required from across your organisation.
- The knowledge transfer component will take a complete 360-view of UX in the context of your company, to help you build a business case.

2 IT WILL: Support you in correctly identifying the problems that need to be solved in the first place. Most organisations do a poor job of this; concentrating on short-term fixes or, worse, solving the wrong problems.

3 IT WILL: Help you develop an action plan and a UX program that scales across multiple teams and can be implemented right across your organisation, to realise excellent ROI.

A plan that:

- Identifies budget requirements so that teams are provided for.
- Ensures that the skills they need are identified and a strategy to make sure that they are supported.
- Can be communicated clearly within your organisation.

WHAT IS INCLUDED?

The workshop includes:

- A pre-workshop educational presentation.
- A customised workshop with our leading experts.
- Post-workshop mentoring and checkpoints.

WHO SHOULD ATTEND?

Business managers from across your organisation; particularly those in technology, product and engineering, but also anyone looking to rethink customer and user experiences in your organisation.

The workshop is customisable to whichever elements you want to include, in whatever timeframe.



To find out more, or to book a customised workshop or workshop component, contact **Victoria Kyle** at victoria@creativeintellectuk.com

CIC
THOUGHT LEADERS



CLIVE HOWARD

Principal Practitioner Analyst

As author of "UX Lifecycle" and a former practitioner, Clive has a wealth of insight in applying UX.



BOLA ROTIBI

Research Director & Founder

With a wealth of research, consulting and app development experience, Bola specialises in Rich Internet and Interactive Applications and User Centric Services.



IAN MURPHY

Principal Analyst

With extensive IT infrastructure, application and market knowledge and experience, Ian specialises in technologies enabling and supporting UX.